



## ***For Immediate Release***

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### **East Hartford Farmer's Market Opens July 8th**

(June 29, 2016) **East Hartford, CT** – Area farmers will be offering Connecticut-grown fresh fruits and vegetables this summer as the East Hartford Farmer's Market begins its 25th year of operation. Beginning July 8th, the market will be open Fridays, from 9:00 a.m. to 1:00 p.m. at the Raymond Library at 840 Main St. through October 28th.

Many food retailers acquire their produce from distributorships and/or the regional market in Hartford. Much, if not most of this produce is grown out of state and shipped to Connecticut by truck or rail. Under Connecticut farm fresh regulations, the East Hartford Farmer's Market is only allowed to sell Connecticut-grown fresh fruits and vegetables. This produce is often sold the same day it is harvested.

The functions and objectives of the market are commercial, social, community service and public health-oriented. The primary public health mission of the market is to permanently alter the food purchasing, preparation and consumption behavior of the public-at-large toward a healthier lifestyle.

Good health through good nutrition is the theme of this year's market. Farmer's markets also draw consumers to downtown areas, assist the state's agricultural industry and help preserve open space and Connecticut's rural community character.

All Connecticut farmers' markets are affiliated with the Women, Infants and Children (WIC) Farmer's Market Coupon Program. They are authorized to accept their produce and vegetable vouchers.

The Farmer's Market is co-sponsored by the East Hartford Health Department, the Parks and Recreation Department and the East Hartford Libraries. These organizations and other agencies plan to conduct health, education and outreach activities at the market. Showcased events will be announced as the season progresses.

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